

“Emotional intelligence drives your ability to be a leader”



The four elements of emotional intelligence are: knowing self, understanding and controlling your emotions, knowing others, and managing your relationships. We will explore each of these to see how self-improvement in each of these areas will lead to better leadership, better interaction with your clients and financial success in your dental practice.

We will explore how using the DiSC personality profiles can help in several of these areas and how learning the behaviors of a successful team and the application of those principles will lead to a highly successful practice. An integral part of this is building trust, learning how to have productive conflict resolution, building team accountability and gaining commitment from your team members.

I will address how applying EQ principles to the sales process in dentistry will result in an intentional and focused approach to learn about a patient's needs, priorities, and timing when making treatment decisions. I will discuss how a patient's awareness and readiness, including the correct “fit” of time and ability to proceed can be tailored to do the appropriate dental work for the patient at any given time.

It is always appropriate to tell a patient what their best course of treatment should and could be, but knowing how to interpret what is the appropriate treatment today is a skill that takes many more factors into consideration. This helps the patient feel “right” about their decision, and you may proceed at a rate that they can afford and feel good about.

LEARNING OBJECTIVES

- The four elements of emotional intelligence
- How improving each of these four areas will make you a better leader
- How improving each of these will make your practice more profitable
- How using DiSC personality profiles can help you know yourself and your team better
- The behaviors that will help your team be more cohesive and productive
- How focusing on a patient's needs and priorities will increase treatment acceptance
- The concepts of awareness, readiness and fit as applied to treatment acceptance
- How to decide what treatment is appropriate and when a patient is ready to proceed

Suggested Format: 45-60 minute Keynote, 3-4 hour Lecture

Suggested Audience: Doctors and owners, Office Managers, and HR directors

